

## **EXECUTIVE SUMMARY**

### **COMMUNITY FEATURES**

Linda Vista is a primarily residential community with distinct neighborhoods. It is centrally located near Centre City, Mission Valley, and Mission Bay, with easy freeway access and a street system with relatively good traffic flow. Despite its strategic location, Linda Vista has remained a low to medium density residential area; and aside from the Morena area and several large educational institutions, is not a major job center for the City.

Some of Linda Vista's best assets are its location, the cultural diversity of its people, and the presence of the University of San Diego. Other assets include moderately-priced housing and a strong sense of community spirit and cooperation. Conversely, the community suffers from the lack of a major chain-type grocery store, some localized physical deterioration, and poor name identification.

### **VISION STATEMENT**

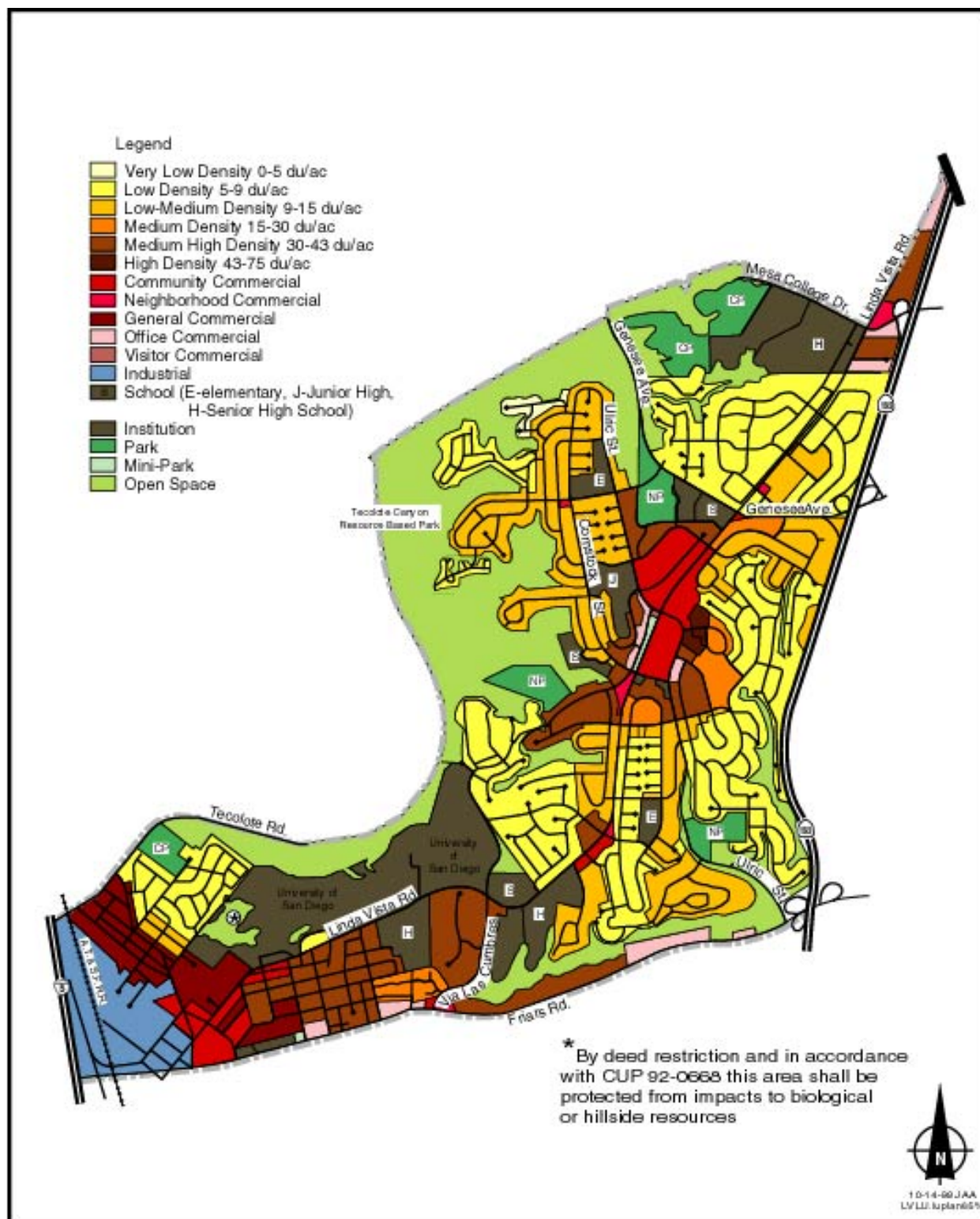
The Linda Vista community will experience moderate growth over the next twenty years. Increases in residential density will occur primarily in the central area of the community. This increase will occur through the redevelopment of existing parcels, rather than through the development of raw land. New residential development will be accompanied by adequate parking and landscaping, and by commensurate improvements to the community library, parks, roads, and other public facilities.

Tecolote Canyon, the community's major open space resource, will be preserved in its natural state. It will also provide recreational opportunities for residents of Linda Vista and the entire City of San Diego. Scenic resources, such as the slopes above Mission Valley, views to and from the University of San Diego, and views from public streets to Mission Bay will be maintained.

The circulation system will be enhanced by initiation of light rail service on the Mission Valley line and the mid-coast corridor to La Jolla. Bus and private shuttle transportation will link into these new rail lines. Pedestrian travel will also be enhanced by improved sidewalks and added landscaping.

The Morena industrial area will continue to be an important job center. The Morena commercial area will continue to provide for regional shopping opportunities, and will provide expanded local services, particularly restaurants. This area will add residential units through the conversion of some industrial land east of Napa Street to residential uses.

The Linda Vista Plaza and the blocks surrounding it will be strengthened as the heart of Linda Vista. Commercial and civic facilities will be concentrated here. This commercial area will be pedestrian-oriented, with street level commercial uses, improved sidewalks, landscaping, and the redevelopment of vacant or under-utilized parcels. Automobile-oriented uses will give way to retail and office development, and residential units on upper floors.



## Community Land Use Map Linda Vista Community Planning Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure

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## **COMMUNITY ISSUES**

The major community issues that are addressed in this community plan are the following:

### **Residential**

- Residential development has become difficult due to the requirement for discretionary permits and the increased parking requirements imposed on portions of the community. This has been a dis-incentive to redevelop deteriorating structures.
- Some believe that the operation of subsidized rental housing has made it difficult for private owners to offer units at competitive prices.
- Some residential projects continue to deteriorate due to lack of maintenance by owners.
- Better education about existing codes is needed to improve compliance.

### **Commercial**

- Linda Vista lacks a major chain-type grocery store. This forces many residents to venture outside the community to fulfill their shopping needs, whereas a local supermarket would be an attractive feature adding to community life. Additional restaurants are also desirable.
- Although the commercial vacancy rate is low, a few commercial sites have remained vacant for years, inviting graffiti and vagrancy. A few commercial sites, such as the Thrift Village area north of Linda Vista Plaza, suffer from poorly-integrated development and empty (unutilized) and unattractive paved areas.
- The development of the Morena/Linda Vista trolley station brings opportunities for new transit supportive mixed-use development adjacent to the station.
- The existing development regulations for commercial areas in Morena may be discouraging needed redevelopment.

### **Industrial**

- The Morena industrial area is a job center that should be maintained. The uses do not negatively affect surrounding neighborhoods. Development regulations may be discouraging the attraction of new businesses or the expansion of existing businesses.

### **Public Facilities**

- Additional developed park acreage is needed in the Silver Terrace neighborhood to provide park land within walking distance of residents.

- The dog pound operated by the county of San Diego causes noise impacts on the Silver Terrace neighborhood.
- The San Diego Unified School District is considering closing and/or consolidating various schools in the community. Any schools which are closed should be considered for other public facilities. Also, public school facilities should undergo physical improvements to enhance the image of the community.
- The University of San Diego continues to operate as a prestigious institution. Expansion of the university should be carefully planned to follow the existing architectural theme, maintain sensitive hillsides, minimize traffic flow through the community, and provide sufficient parking.
- The University of San Diego High School is an asset to the community; however, it causes negative impacts to surrounding residential areas due to the lack of adequate on-site parking.

### **Urban Design**

- Some of the major streets in the community are poorly landscaped. Additional landscaping would enhance the appearance of the community. Landscape species should be easily maintained and require minimal water.
- Overhead utilities detract from the appearance of the community.
- Pedestrian paths from residential neighborhoods to Linda Vista Plaza need improvement, including paving.
- The Morena area suffers from a disorganized appearance and confusing traffic flow.

### **GENERAL COMMUNITY**

- Maintain Linda Vista as a primarily residential community including diverse neighborhoods.
- Maintain and enhance the role of the Linda Vista Plaza area as the commercial heart of Linda Vista and as the center of community life.
- Conserve the natural amenities of the community, including Tecolote Canyon and its finger canyons, public views, and the slopes along Friars Road, Ulric Street, and State Route 163 (SR-163).
- Encourage the improvement of the central Linda Vista residential area through improved pedestrian access, and by allowing moderate growth.
- Attract new commercial services to Linda Vista, particularly a supermarket and restaurants.

- Retain the job-producing industrial development in the Morena area, and encourage expanded rail service.
- Promote the expansion of the University of San Diego in a manner that positively affects the community.
- Promote the beautification of Linda Vista through a facade rebate program, undergrounding of utilities, and a landscape theme for the community's major streets.
- Improve the pedestrian environment and encourage the use of shuttles from transit stations.
- Maintain public view corridors to Mission Bay and the Pacific Ocean.
- Regulate the growth and operation of educational institutions so that impacts to the community are minimized.